

The meeting was called to order at 10:05 am EDT by President Brad Freeman.

### **Present**

Board members present were: Brad Freeman, Mark Oldenkamp, Tony Evangelista, Ken Jensen, Terry Schroeder, Charles Miehm, Jerry Landerholm, Harry Rissetto, Ron Miner, Randy Foith, Drew Brant, Lou Paradise, Linda DeRooy Holmes-Cook, Alan Fisher, Bob Schroeder, Art Haskins, Rosemary Freeman, Debbie Pavich, Nick Weber and Sharon Swaney. Several members from local and distant dahlia societies were in attendance.

### **Minutes**

**Charles Miehm moved, and Bob Schroeder seconded to approve the minutes from the 2018 Annual Meeting, September 23, 2018 as written. The motion passed.**

### **OFFICERS REPORTS**

#### **President**

Brad Freeman welcomed all to the 2019 ADS Annual Meeting. He congratulated Sharon Swaney completing the update on the online classification guide.

#### **Treasurer**

Charles Miehm submitted the following report. As of 8/25/2019, there is \$69,640.00 in the restricted Ameriprise account and \$16,538.76 in the unrestricted Ameriprise account. There is \$69,886.12 in the Vanguard account and \$65,342.48 in the Wells Fargo account. The total ADS fund is \$221,407.36.

Restricted funds in the Wells Fargo account include:

• Virus Fund – Sheetz-Chuey Foundation	\$ 4,890.39
• Genome Project	\$ 35,927.06
• 2020 National Show	\$ 100.00
• 2021 National Show	\$ 50.00
• 2022 National Show	\$ 2,525.00
• 2023 National Show	\$ 50.00
• Total Restricted – Wells Fargo	\$ 43,542.45

The ADS is now able to receive a small portion of sales from Amazon Smiles for those who designate the ADS as the charitable organization they wish to support through Amazon Smiles. We received our first payment of \$38 this month. We also are now picking up funds from an organization called Bright Funds, which runs the giving programs for corporations. We have received two payments, \$260.00 per quarter. Question regarding how we will be at the end of the year. Charles stated he expects that we will likely break even. We always seem to stay afloat. The dues we pick up in November and December allows us to print all the end of the year publications. We do have the cushion of the investments other than the A T & T stock from Boeke, about

\$70,000. There was a question regarding the amount a society receives from the ADS for hosting a National Show; it is \$3,400.00. The amounts for National Shows listed in restricted in the Wells Fargo account are individual donations made specifically to those shows through the ADS to take advantage of the tax-exempt status of the ADS. **Harry Rissetto moved, and Ron Miner seconded to approve the treasurer's report, subject to audit. Motion passed.** Charles has taken the taxes to a professional preparer so that he has a clean filing.

Brad Freeman reported we currently have about \$36,000 in the Genome Project. A small group met with Dr. Harkess to talk about the project. The scientists, Dr. Walbot and Dr. Harkess agree we need to move forward with sequencing. We will spend some of the genome funds for some of the sequencing. We will do a simple species dahlia, probably less than \$10,000. We are hoping this will get the genome project moving ahead. We hope this will move the genome project ahead. Projects that generate money. Because dahlias are related to the sunflower, it is hoped that will help in generating interest in the project. We recommend that we will move ahead with the DNA sequencing. We feel this will help with the virus and other things with the dahlia. Crops that generate money generate research. The dahlia is related to the sunflower so it should be able to generate interest in research. The committee comprised of the genome committee, some of the executive committee and finance committee recommends

## **REGIONAL VICE PRESIDENTS**

### **Midwest Conference**

Randy Foith reports the Midwest Conference received a nice contribution from the St. Louis Dahlia Society as they have disbanded. The conference has decided to work hard to build a marketing program for the Midwest Conference. Thanks to Ron Miner and the Ohio Dahlia Society for his dedication with the virus fund around the Midwest. The Midwest have noticed their gardens are getting cleaner since following the virus recommendations. Brad also thanked the Dahlia Society of Ohio and the Midwest Dahlia Conference for stepping up and hosting the National Show in 2021. Their show will be the weekend of September 11, 2021.

### **Pacific Northwest Dahlia Conference**

Mark Oldenkamp reports Claudia Biggs attended the Portland Dahlia Show last weekend. She was unable to attend the National Show, due to a medical procedure she had done. She asked Mark to report the procedure went well. Two other members of the Pacific Northwest Dahlia Conference, Elva Sellens and Gordon Jackman were planning to attend the National Show but were unable to due to medical issues.

### **Pacific Southwest Dahlia Conference**

John Morton reports we did have a judging seminar hosted by the Monterey Bay Dahlia Society just before show time. There was much discussion on the lack of micro dahlias. We have seen few at the first few shows. We are almost through the with the dahlia shows. Only three more to go.

There was a report of a big success with the new Central Coast Dahlia Show as several senior judges attended to help.

We are still experiencing higher than normal temperatures here and our dahlias are not used to this. The folks in the warmer areas had fewer blooms to show.

## **COMMITTEE REPORTS**

### **Classification**

Lou Paradise reports there seems to be a lot of interest in micro dahlias because I have fielded many questions concerning this 'new' size. I'm sure we will have a lively discussion about them at the National Show.

This is the beginning of our busy season. As usual, we are waiting anxiously for returned reports. To date (8-26-19) we have received only 1 report. I'd like to remind all societies that the deadline for returning reports is October 10th. I know that there are a few societies that have late show and I urge them to get their reports in as soon as possible after the show.

A quick reminder that the Show Report, the one that enumerates all the blues and higher awards throughout the show, goes to the Classification Chair, Lou Paradise. A form for the enumeration has already been sent to all show reporters. The Court of Honor report, the cultivars that go to head table, goes to the Bulletin Editor, Linda DeRooy Holmes-Cook. If there is a mix-up, we will do our best to make sure the report goes to the correct person.

### **Editor**

Linda DeRooy Holmes-Cook reports the September 2019 Bulletin is being printed and should be in the mail soon. Thank you to Donna Lane of the New England DS, who helped with the proofreading. Donna will be taking over the role of Show Reports Editor this year, so all clubs have been asked to send their club reports to her. Mark Oldenkamp sent out a reminder, along with the Excel template that we have asked show reporters to use since 2017. Last year, about half the clubs used that format, making it so much better for the final report. We are hopeful that more clubs will use it this year.

Brad has posted a request in the coming Bulletin, asking for a Social Media Chair. As of today, I and my sister Debbie DeRooy Thune are still the administrators of the ADS Facebook Group, as well as the Facebook page. The page has fallen by the wayside, but the group continues to be very active and now has 2721 members. It would be great to have someone do both these ADS entities, as well as Instagram. We have had a couple possible names given, but we have not firmed up anything yet. Please let us know if you know of anyone who would be willing to take on this role.

Brad sent out the RFP for full-color printing and production services for The Bulletin. He has received three proposals, including one from our current printer Parrot Press. Review of these proposals will take place over the coming weeks, and decisions made based on how to best produce a Bulletin that our members deserve. The ADS Board agreed to this process at our Spring planning meeting, with a goal of making The Bulletin an exemplary full-color publication that a flower as glorious as the dahlia demands. We would love to be able to have such a publication before too long.

Thank you to everyone who continues to produce meaningful and informative content for The Bulletin and contributes to the discussion around growing our favorite flower in

our Facebook Group. This information and the Club Reports are interesting, relevant and valuable to our membership. We appreciate all your participation.

## **Finance**

Harry Risetto reports the current Operating Statement and Balance Sheet from the Treasurer reflects that the ADS finances are stable and solid. It must be noted that the substantial asset balance reflects 2019 dues payments. There will be substantial payments by year-end to cover member publications.

The Committee has arranged for a donation envelope in the September Bulletin. This allows us to continue projects not supported by dues. It will focus on the genome and virus projects. The finance committee encourages members to contribute at any level they are able.

The Board will discuss an additional contribution to the Genome fund to supplement the current \$30,000 balance after it receives a Report from the experts working on the Project

The Committee has discussed an enhancement of the website to permit multi-volume searches of archived Bulletins. Cost is obviously a major factor and Sharon Swaney, website chair is working up some estimates.

The Treasurer is working up a history of dues revenue, in connection with a possible discussion of dues levels in 2020. Below is a table providing information on the dues' revenue.

Year	Dues Per Financial Report	Dues Per Tax Return on May 31st of current year	Bulletin Expense
2010 \$	44,930.00	\$ 40,641.00	\$ 44,561.59
2011 \$	42,513.00	\$ 46,818.00	\$ 50,056.08
2012 \$	47,179.00	\$ 43,609.00	\$ 49,135.00
2013 \$	40,150.00	\$ 46,301.00	\$ 51,348.00
2014 \$	51,453.00	\$ 44,623.00	\$ 45,658.00
2015 \$	43,509.00	\$ 47,098.00	\$ 56,188.00
2016 \$	43,936.00	\$ 47,750.00	\$ 54,069.00
2017 \$	45,317.00	\$ 42,115.00	\$ 47,687.00
2018 \$	50,514.00	with tax preparer	\$ 47,850.20
2019 YTD \$	34,367.00	\$ 42,447.00	\$ 18,123.21
TOTALS \$	443,868.00	\$ 401,402.00	
Average	\$44,386.80	\$44,600.22	

## **Garden Dahlia**

Alan Fisher reports he would like examples of dahlias grown among other plants. If you have some examples, he would like to receive high resolution photos showing these gardens. He hopes to be able to look at some dahlia gardens in this area to find some examples, before heading home.

## **Image Library**

Claudia Biggs reports not much happening in the Image Library. Visited Portland dahlia show and Swan Island dahlias and Canby Trial Garden this past weekend. I won't be at the national show as having a cardioversion procedure done on Wednesday, to hopefully get my heart back into normal rhythm.

## **Insurance**

Cheryl Shores reports I have received two late requests for Certificates of Insurance and received 2 checks.

## **Judging Accreditation**

Bob Schroeder reports there has been very little action with the judging community. I would like to discuss at a future board meeting, funding a program for financial assistance for judging instructors traveling to isolated clubs. He believes there is some confusion about the requirements. A candidate is only required to be a member of the ADS and attend one judging class. Once both requirements are met, they are eligible to become a candidate. Some societies are not reporting candidates. A candidate must be reported before they can move up to accredited. Bob encouraged all society representatives to go to their society and make sure the judging chair is listing candidates in the judging roster.

## **Membership**

Elva Sellens reports there are 2,015 U.S. members - 1,029 individual membership and 493 family membership ( $493 \times 2 = 986$ ). I have started getting a few new members at this time of year which I will give credit for 2020 dues. We have 269 new members this year.

Canadian memberships:

There are 99 individual members and 43 family memberships ( $43 \times 2 = 86$ ) for a total of 185 members.

There are 16 other foreign memberships.

## **National Exhibition**

Art Haskins gave a big thank you to members of the West Michigan Dahlia Society for hosting this year's ADS National Dahlia Show. There are National Shows scheduled for the following years: 2020 Federation of Northwest Dahlia Growers, 2021 Dahlia Society of Ohio, 2022 National Capital Dahlia Society, and 2023 Portland Dahlia Society. The ADS appreciates these societies stepping forward to host our National Showpiece of the Dahlia for the next four years. It would be great if other regions of the country would consider hosting a National Show in 2024 or beyond, perhaps another society nearby could be a co-host for a show. The committee to revise the National Show information

in the policy manual is planning to have the document ready by year end for approval by the ADS Board.

### **New Society Coordinator**

Rosemary Freeman reports I've recently received another request for information from someone in Washington state, in the Key Peninsula area of Washington, which is located south of the Kitsap peninsula in Pierce County. I believe this is a different group from the most recent request I received earlier this year. I haven't had an opportunity to reach out to them yet but will do so when we get back from the national show. I'll keep you informed as I learn more from both groups.

### **Photography**

Debbie Pavich reports the contest has its own email for ease of submission:  
[photocontest@dahlia.org](mailto:photocontest@dahlia.org).

I have publicized the contest rules and an entry form in the June and September *Bulletin*. I sent an email to ADS Reps with a flyer about the contest asking them to share the information with their Dahlia Societies over the next several months.

For the 2020 contest, I will simplify the categories.

Introductions (I assume we need this category for the CD of new introductions)

Dahlia - One bloom

Dahlias - Multiple blooms

Dahlia gardens and show

Dahlia kids and critters

Dahlia Clubs and Personalities

Artistic Impression- Original or digitally enhanced. This includes "macros"

Dahlia Selfies

I would like to have a junior section as well. I am hoping the "Dahlia Selfie" helps the contest become cell phone photo friendly!

### **Publications**

Harry Risetto reports we have a Constant Contact site with about 2200 members. This is a whole new constituency as the names we have reached, as the people on this site are not ones we recognize. The publication goes out 10 to 12 times per year.

### **Publicity/Public Relation**

Larry Smith reports It has been a busy, busy summer and show season is just starting in the Pacific Northwest Dahlia Conference. Nevertheless, there has been some progress made regarding ADS publicity. Most importantly, we completed our ad exchange with American Horticultural Society. Thanks to Colin Walker for formatting our ad to AHS specifications. The circulation of this publication is 10,000, so this was a good exchange. Look for their ad in our next ADS Bulletin.

I convinced a local news station to do a live feed on their early morning program in promotion of our local show. This included three segments, I will forward the links provided in a separate email. In the first, I spoke about the origins of the dahlia and the diversity. In segment two, I talked about how the ADS is highlighting and promoting micro dahlias to encourage people with limited space and time to grow dahlias. In the

final segment, one of our young members, Nathan Payne, spoke about how dahlias are hybridized and showed off some of his undisseminated cultivars. I encourage other societies and conference to become more assertive about using their local media to promote their shows and activities. I have found that once the time has been put in to develop contacts and develop relationships, it is possible to get a lot of free publicity for our events.

I have also given information, as requested, to a reporter from Veranda Magazine. She was going to write an article about the ADS National Show and dahlias. I am following up with her now to ask if she has the information she requires.

While I lack details, I understand that there may be a member who is willing to manage ADS social media postings and activities.

If anyone is aware of publications that may be interested in featuring information/stories about dahlias, let me know and I can follow up with them over the off season to plant the seed (or tuber) for next year's coverage. If you can provide a lead for a person to speak with and their contact information, all the better.

### **Research and Education**

Nick Weber reports updated information from the July 2019 report regarding virus testing. Notes from Ron Miner covered this year's testing agenda - vendor testing, testing from the public, reduced price ADS society testing. Ron has also mentioned initial efforts on work to develop virus-free cultivars using tissue culture as well as information on several virus projects. Ron will present the extensive work ongoing on various virus projects.

In the last board report, mention was made that some challenges had arisen with the genome project in which the specificity in the data using the initial program was insufficient to differentiate between the species dahlias that were tested. Dr. Harkess plans to come to the National Meeting to review what he has discovered and his recommendation for a new method to improve the specificity of the data in order to move forward to answering the question concerning the progenitor species from which modern dahlias have been generated. Kristine Albrecht continues to be an effective liaison with the genome project and may have additional information.

### **Seedling Bench Evaluation**

Roger Walker reports Seedling Bench Evaluation materials have been mailed to all clubs that applied to hold a bench evaluation competition at their 2019 show. Show officials are reminded to submit their reports, scoresheets, and entry cards within one week after their show closes.

A final SBE report and a list of Lynn B. Dudley medal winners will be published in the December *Bulletin*.

## **Special Awards**

Jerry Landerholm reports The American Dahlia Society was honored to present several awards during the 2019 National Show Awards Banquet, hosted by the West Michigan Dahlia Society. Five members of the WMDS were identified as playing important roles in making this year's show a success. In alphabetical order, the following five WMDS members were awarded the ADS Commemorative Medal:

- Lillie Eitner
- Maxine Kilcrease
- Richard Lamberts
- Irv Marcus
- Kathy Stevenson

To be sure, many others donated their time and energy toward making this combined event a success. Thanks to all was extended from the American Dahlia Society.

Two prominent dahlia people from Michigan were presented with the ADS Silver Medal. This medal is awarded to individuals who have clearly been ambassadors for the dahlia. Their devotion to all things dahlia-related extends beyond the activities of their local society. The ADS was very pleased to present the Silver Medal to Jo Jepsen and Don Warden. Both have been instrumental in ensuring the success of dahlia activities locally and regionally. Congratulations were extended to Jo and Don!

The 2019 ADS President's Award was presented by ADS President Brad Freeman to Richard "Doc" Peters. Doc, who also goes by Richard and Rick, has made many contributions to the dahlia world. He was recognized for his editorship of the publication, *"Raising Beautiful Dahlias the Easy Way"*. This publication was widely circulated and was offered by the ADS Store. He was credited with re-energizing dahlia activities in western Michigan for figuring prominently in the hosting of two ADS National Shows within the past ten years. Doc Peters was described as a very deserving recipient of the ADS President's Award.

Bob and Theresa (Terry) Schroeder were each presented with the American Dahlia Society Gold Medal for their dedication and service to the ADS. Bob joined the Board beginning in early 2012 as ADS Judging Chair. He was acknowledged for initiating many innovative ideas, and for developing programs and processes for enhancing the recognition given to new and advancing judges. Terry was elected General Secretary in 2012. She was recognized for being particularly adept at implanting new technologies pertaining to the internal communications of the ADS Board. Bob and Terry were thanked for their extensive travel in support of the ADS and for their unquestionable dedication in promoting the programs of the American Dahlia Society. On behalf of the American Dahlia Society, Jerry congratulated all the awardees. Jerry also extended appreciation to Alan Fisher for his photo documentation of ADS awards for the last 30 years.

## **Trial Garden**

Ron Miner reported he is now leaving the Director of the Trial Gardens, after approximately 15 years and moving to an advisory position. Marilyn Walton is moving into the lead position and Jerry Zierdt will take over the spreadsheet piece. It speaks to



the importance of having co-chairs. Thanks to both Marilyn and Jerry for stepping up to take this on.

### **Virus**

Ron Miner reports at the update yesterday he summarized the field research. It includes two things, 1) Start with clean stock and 2) disinfect tools, which will get you on a positive path. DSO had about 34 samples with zero virus, which is a direct consequence of working on it for about 4 years now. We are making good progress in the area of field research. He encourages all clubs to take advantage of the opportunity to have dahlias tested. As to plants being virus-free, Dr. Pappu believes if there is virus there (of the five viruses that are examined), they will detect it. There is good progress being made in tissue culture to get the system in place to make that practical.

### **Genome Project**

Kristine Albrecht reported the RNA research on the leaf samples has been completed. It found there is not any significant difference between the species and modern-day dahlias. Dr. Harkess is ready to work on the DNA sequencing of species and modern-day dahlias. We will sequence one species dahlia in the next 6 month and then the next three which will include two modern-day dahlias, possibly Edna C and Little Beeswings. The sequencing will enable us to get scientists willing to study the dahlia. Dr. Harkess has access to the number one sequencing lab in the United States. Without doing the sequencing, researchers would not be interested in studying the dahlia, so we are opening opportunities for scientific research to happen. At some point, we will likely need some dedicated funding for a PhD or post doc to lead this research.

### **Website**

Sharon Swaney is happy to announce that the new Online Classification Guide (OCG) is now available on the website. The features are similar to the old one, but it has a new look, compatible with the entire site, and an important new feature. The OCG can now do partial searches. For example, if you are looking for Hollyhill Black Beauty but you can't remember the Hollyhill part you can search on black and you will find Hollyhill Black Beauty. The old version could only do partial searches starting with the beginning of the name. The new OCG is implemented with a state-of-the-art plugin and should be easier to maintain. It is also easier to make a change to an individual cultivar. A second search based on awards won is also available. The new plugin will be used in future enhancements to the site. In order to implement the new OCG, the website was moved to a higher level of hosting. The move did not go smoothly but is mostly accomplished, with only one main issue remaining, which only affects her. As always, Servlet has been very helpful in the process. The new level of hosting will also give Sharon more tools for future enhancements.

The call has gone out for show reports for the Bulletin and the website. Any society wishing to have their show reports on the website needs to submit a "long form" to [dahlia-info@dahlia.org](mailto:dahlia-info@dahlia.org)

Many seasonal and news items have been posted to the site.

### **Executive Board**

**Alan Fisher moved and Charles seconded to endorse the actions of the executive board. The motion passed.**

## **Honorarium**

**Alan Fisher moved and Lou Paradise seconded to approve the honorarium for the secretary and treasurer in the amount of \$100.00. The motion passed.**

## **Overseas Associates**

Brad Freeman reported this is to expand the reach of the ADS. This is a revision to the bylaws. The amendment reads, "Overseas Associates Membership - Overseas Associates shall be deemed Friends of the Society, and on the payment of a fee, will receive an electronic version of the ADS Bulletin and Handbook of Dahlias, pursuant to rules adopted by the Board. Overseas Associates must reside outside the Western Hemisphere and shall not be members of and will not have full rights and privileges of membership in this society. Nothing herein will preclude someone qualifying as an Overseas Associated Membership from becoming a member of the Society under Clauses 1-7 above." There was discussion of the proposal and amendment. Canada and Mexico have a reduced rate, so they were not included. The Executive Board will work on how to get the information out. The primary rights and privileges not received by Overseas Associate Member is they are not eligible to vote and will not receive hard copies of any publication. At the present time, there are about 20 members. We want to see how this goes initially and we can make changes in the future as needed. The cost will be decided at the Executive Board; the proposal at this time is \$15 per year. If they want a hard copy of the publications, they can become a member of the ADS at a rate of \$48 per year. We hope to build relationships throughout the world by offering this. They will have access to the Member Section on the website.

**Drew Brant moved, and Bob Schroeder seconded to approve the amendment to the bylaws. The motion passed.**

Brad announced the next meeting will be a conference call on November 17 at 4:00 pm EST.

**The meeting was adjourned at 11:03 am, EDT.**

Respectively Submitted,

Terry Schroeder

ADS General Secretary